

UNITED STATES PATENT APPLICATION

of

Shawn M. Wheeland

for

**SECURING PROSPECTIVE REPRESENTATIVES FOR
A HOME BASED BUSINESS**

WORKMAN, NYDEGGER & SEELEY
A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111

EL 819 964 003 US

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BACKGROUND OF THE INVENTION

1. The Field of the Invention

The present invention relates to systems, methods, and computer program products for securing prospective representatives for a home based business. More particularly, the present invention relates to systems, methods, and computer program products that provide owners of home based businesses with leads to prospective representatives that are interested in a business of the owner.

2. Background and Related Art

Home based businesses often face many of the same challenges that are faced by other types of businesses. One challenge, of course, is to sell as much product as possible, whether the product is a service or a good and another challenge is to effectively and efficiently distribute the product. With home based businesses, product distribution is often achieved through representatives of the home based business. These challenges are related in that having more representatives typically translates to selling more product. Unfortunately, owners of home based businesses often find it difficult to find and secure representatives for their home based businesses.

Even though the challenges faced by home based businesses and retail businesses are similar, the approach taken to overcome these challenges can be significantly different. Retail businesses, for example, often rely on mass media (newspapers, magazines, television, and radio) to advertise their product as well as to find and secure additional representatives or employees. In contrast, a home based business often finds that mass media is prohibitively expensive. As a result, home based businesses have

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1 found other solutions to these challenges of selling product and increasing product
2 distribution.

3 Because the amount of product sold is sometimes related to the number of
4 representatives that are selling the product, home based businesses have often focused on
5 increasing the number of their representatives. Some of the primary methods used for
6 finding and securing prospective representatives are through personal contact, which
7 includes one on one meetings, home based meetings, business parties, and the like. In
8 each case, the prospective representative is usually given the opportunity to both
9 purchase product as well as become a representative of the owner. The prospective
10 representative is sometimes given the opportunity to have their own home based
11 business.

12 The difficulty in increasing the number of their representatives through personal
13 contact is often related to the interest of the potential or prospective representatives.
14 Sometimes, prospective representative initially demonstrate a high level of interest.
15 Unfortunately, the interest of the prospective representative is short lived and an owner of
16 a home based business thus spends significant time interacting with prospective
17 representatives that have no interest in either purchasing product or becoming a
18 representative of the home based business even though, in many instances, the
19 representatives are given the opportunity to become owners of their own home based
20 business.

21 Another method for finding prospective representatives is through the use of
22 telephone and mail solicitations. Using the telephone and mail systems to sell product
23 and find prospective representatives is even more difficult than through personal contact
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1 primarily because these are cold contacts to persons that usually have no interest in the
2 business of the owner. Along a similar vein, electronic messaging can be used by
3 distributing mass electronic mailings to prospective representatives, but the interest of the
4 email recipients is often unknown and cannot be measured. The cost of using these
5 systems is usually quite expensive based on the number of leads to interested prospective
6 representatives that they produce for the owner. In addition, it is usually necessary for
7 the home based business owner to procure a list of telephone numbers, addresses, and/or
8 email addresses, which can incur significant cost to the business owner.

9 In some cases, the Internet has been used to find prospective representatives for
10 the owner of a home based business. In these cases, however, the prospective
11 representative simply fills out a form providing basic information such as name, address,
12 and telephone number through which the prospective representative may be contacted.
13 Even in this case, the interest level of the prospective representative is unknown and
14 unmeasured and the home based business owner is thus required to spend time with
15 uninterested and potentially unqualified prospective representatives.

16 Even though these methods of securing prospective representatives are successful
17 to a small degree, the task of finding and securing prospective representatives is a
18 difficult task that consumes the time and resources of the business owner because the
19 business owner is still spending their time and resources with many prospective
20 representatives who either do not have sufficient interest in becoming a representative or
21 who are not qualified to become a representative of the owner.

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SUMMARY OF THE INVENTION

These and other problems are overcome by the present invention, which relates to systems, methods, and computer program products for securing prospective representatives that have sufficient interest in becoming a representative of the owner's home based business. In addition to finding and securing prospective representatives, the qualifications of the prospective representatives are also measured or determined in accordance with the present invention.

One component of the present invention is a self replicating web site that belongs to the business owner. When a prospective representative accesses the business owner's web site, the prospective representative is shown a visual presentation that causes the prospective representatives to reflect over the choices that they have made in their lives. In one example, the visual experience is presented as a flash video or as streaming video. The feelings induced in the prospective representatives by the visual presentation are often referred to as wistful regret which, in some instances, is related to the time that the prospective representatives could have spent with their children or to lost opportunities.

After causing the prospective representatives to reflect over the choices they have made or experience wistful regret, the visual presentation continues by presenting factual information often relating to employment and income. The visual presentation culminates by providing the prospective representative with hope by illustrating the potential of using the Internet and electronic commerce in their own home based business or as representatives of an owner. After the visual presentation has terminated, the user cannot proceed unless they demonstrate an adequate level of commitment and show sufficient interest in pursuing the opportunity that is being presented to them through the

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1 visual presentation. If the user or prospective demonstrates sufficient interest, the
2 proceed to an online interview. If the prospective representative does not demonstrate
3 sufficient interest, the prospective representative is encouraged to return at a later time
4 when they have more interest in becoming a representative.

5 The prospective representative that demonstrates sufficient interest is given an
6 online interview. The online interview does not simply collect generic information about
7 the prospective representative. Instead, the online interview asks probing questions that
8 are intended to aid the owner of the web site in determining whether the prospective
9 representative has sufficient interest and/or is qualified. The results of the online
10 interview are sent to the owner of the web site, who then conducts a personal interview
11 with the prospective representative. The personal interview can be conducted in several
12 ways, but is most often conducted by telephone. An advantage of the present invention
13 is that interested prospective representatives are found before they interact with the
14 owner. Thus web site owners are spending their time and resources with interested
15 prospective representatives.

16 Because the business owner spends time talking with interested persons instead of
17 talking with persons whose interest is unknown, the business owner has a better chance
18 of successfully securing the prospective representative as a representative. The visual
19 presentation and the following interviews allow the owner to determine why the
20 prospective representative is looking for an opportunity and to determine how the
21 business owner can help the prospective representative succeed in their own home based
22 business. Another feature of the present invention is that the successful prospects are
23 provided with their own copy of the self replicating web site to enable them to
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successfully find and secure their own representatives. In essence, the representative becomes a home business owner who finds and secures their own representatives.

Additional features and advantages of the invention will be set forth in the description which follows, and in part will be obvious from the description, or may be learned by the practice of the invention. The features and advantages of the invention may be realized and obtained by means of the instruments and combinations particularly pointed out in the appended claims. These and other features of the present invention will become more fully apparent from the following description and appended claims, or may be learned by the practice of the invention as set forth hereinafter.

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BRIEF DESCRIPTION OF THE DRAWINGS

In order to describe the manner in which the above-recited and other advantages and features of the invention can be obtained, a more particular description of the invention briefly described above will be rendered by reference to specific embodiments thereof which are illustrated in the appended drawings. Understanding that these drawings depict only typical embodiments of the invention and are not therefore to be considered to be limiting of its scope, the invention will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

Figure 1 illustrates an exemplary system that provides a suitable operating environment for the present invention;

Figure 2 is a block diagram illustrating relationships between business owners, representatives and prospective representatives;

Figure 3 is a diagram illustrating an exemplary system and method that allows a business owner to secure a lead or a prospective representative; and

Figure 4 is a block diagram illustrating a self-replicating website and the relationships of the website to owners, representatives, and prospective representatives.

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DETAILED DESCRIPTION OF THE INVENTION

Persons or other entities that may become representatives of an owner's home based business as well as an owner of their own home based business are referred to herein as "prospects" or "prospective representatives." Securing prospective representatives or prospects for home based businesses is often difficult because the interest and qualifications of the prospects cannot be determined without an investment of time and money and the success or failure of home based businesses often depends on the ability of the owner of the home based business to recruit and secure new prospects. The number of prospects that actually become representatives of the owner often corresponds with an increase in the distribution of the owner's product. In many instances, the owner's representatives are also able to establish themselves as owners of their own home based business. Of course, they are then faced with the problem of finding prospects that can become representatives, which will in turn allow their home based business to increase and expand.

As previously described, one element of obtaining new representatives is related to the interest level and qualifications of prospects or prospective representatives. The present invention is used by an owner to develop their home based business by helping them find and secure prospects that are interested and qualified. According to one embodiment of the present invention, a replicating web site is used to find these leads or prospects for the owner. The web site interacts with prospects in a manner that causes the prospects to reflect on the choices and decisions that they have made in their life. The web site next engenders hope in the prospects for the future and requires that they make a commitment to investigate the opportunity presented through the web site before they are

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1 allowed to proceed. Only those prospects that demonstrate sufficient interest are allowed
2 to explore the opportunity presented through the web site. Thus, the interest of the
3 prospect can be determined without an investment of time and money by the owner for
4 each prospect.

5 If the prospects are sufficiently interested, they are given an online interview that
6 is used as a basis by the owner of the web site for a personal interview. Successful
7 prospects become representatives of the owner. Each prospect may also become an
8 owner of their own home based business as well.

9 The web site is effectively a tool of the home based business owner to find
10 interested and qualified prospects. Successful prospects are also given the opportunity to
11 procure a duplicate of the web site of the owner, which allows them to find and secure
12 their own leads or prospects. The owner is thus relieved of the resource consuming tasks
13 of interacting with prospects that do not have either the interest in participating in the
14 business opportunity and/or the necessary qualifications.

15 While the present invention is described with respect to home based businesses,
16 the systems and methods taught herein are not strictly limited to home based businesses,
17 but can be applied in other situations such as retail businesses, enrollment, and the like
18 for other purposes. For example, retail businesses can implement the systems and
19 methods described herein to secure additional customers instead of representatives.
20 Businesses, colleges and the like can use the systems and methods described herein to
21 bolster enrollment.

22 The present invention extends to both methods and systems for securing
23 prospective representatives for a home based business. The embodiments of the present
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1 invention may comprise a special purpose or general-purpose computer including various
2 computer hardware, as discussed in greater detail below.

3 Embodiments within the scope of the present invention also include computer-
4 readable media for carrying or having computer-executable instructions or data structures
5 stored thereon. Such computer-readable media can be any available media that can be
6 accessed by a general purpose or special purpose computer. By way of example, and not
7 limitation, such computer-readable media can comprise RAM, ROM, EEPROM, CD-
8 ROM or other optical disk storage, magnetic disk storage or other magnetic storage
9 devices, or any other medium which can be used to carry or store desired program code
10 means in the form of computer-executable instructions or data structures and which can
11 be accessed by a general purpose or special purpose computer. When information is
12 transferred or provided over a network or another communications connection (either
13 hardwired, wireless, or a combination of hardwired or wireless) to a computer, the
14 computer properly views the connection as a computer-readable medium. Thus, any such
15 connection is properly termed a computer-readable medium. Combinations of the above
16 should also be included within the scope of computer-readable media. Computer-
17 executable instructions comprise, for example, instructions and data which cause a
18 general purpose computer, special purpose computer, or special purpose processing
19 device to perform a certain function or group of functions.

20 Figure 1 and the following discussion are intended to provide a brief, general
21 description of a suitable computing environment in which the invention may be
22 implemented. Although not required, the invention will be described in the general
23 context of computer-executable instructions, such as program modules, being executed
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1 by computers in network environments. Generally, program modules include routines,
2 programs, objects, components, data structures, etc. that perform particular tasks or
3 implement particular abstract data types. Computer-executable instructions, associated
4 data structures, and program modules represent examples of the program code means for
5 executing steps of the methods disclosed herein. The particular sequence of such
6 executable instructions or associated data structures represents examples of
7 corresponding acts for implementing the functions described in such steps.

8 Those skilled in the art will appreciate that the invention may be practiced in
9 network computing environments with many types of computer system configurations,
10 including personal computers, hand-held devices, multi-processor systems,
11 microprocessor-based or programmable consumer electronics, network PCs,
12 minicomputers, mainframe computers, and the like. The invention may also be practiced
13 in distributed computing environments where tasks are performed by local and remote
14 processing devices that are linked (either by hardwired links, wireless links, or by a
15 combination of hardwired or wireless links) through a communications network. In a
16 distributed computing environment, program modules may be located in both local and
17 remote memory storage devices.

18 With reference to Figure 1, an exemplary system for implementing the invention
19 includes a general purpose computing device in the form of a conventional computer 20,
20 including a processing unit 21, a system memory 22, and a system bus 23 that couples
21 various system components including the system memory 22 to the processing unit 21.
22 The system bus 23 may be any of several types of bus structures including a memory bus
23 or memory controller, a peripheral bus, and a local bus using any of a variety of bus
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1 architectures. The system memory includes read only memory (ROM) 24 and random
2 access memory (RAM) 25. A basic input/output system (BIOS) 26, containing the basic
3 routines that help transfer information between elements within the computer 20, such as
4 during start-up, may be stored in ROM 24.

5 The computer 20 may also include a magnetic hard disk drive 27 for reading from
6 and writing to a magnetic hard disk 39, a magnetic disk drive 28 for reading from or
7 writing to a removable magnetic disk 29, and an optical disk drive 30 for reading from or
8 writing to removable optical disk 31 such as a CD-ROM or other optical media. The
9 magnetic hard disk drive 27, magnetic disk drive 28, and optical disk drive 30 are
10 connected to the system bus 23 by a hard disk drive interface 32, a magnetic disk drive-
11 interface 33, and an optical drive interface 34, respectively. The drives and their
12 associated computer-readable media provide nonvolatile storage of computer-executable
13 instructions, data structures, program modules and other data for the computer 20.
14 Although the exemplary environment described herein employs a magnetic hard disk 39,
15 a removable magnetic disk 29 and a removable optical disk 31, other types of computer
16 readable media for storing data can be used, including magnetic cassettes, flash memory
17 cards, digital versatile disks, Bernoulli cartridges, RAMs, ROMs, and the like.

18 Program code means comprising one or more program modules may be stored on
19 the hard disk 39, magnetic disk 29, optical disk 31, ROM 24 or RAM 25, including an
20 operating system 35, one or more application programs 36, other program modules 37,
21 and program data 38. A user may enter commands and information into the computer 20
22 through keyboard 40, pointing device 42, or other input devices (not shown), such as a
23 microphone, joy stick, game pad, satellite dish, scanner, or the like. These and other
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1 input devices are often connected to the processing unit 21 through a serial port interface
2 46 coupled to system bus 23. Alternatively, the input devices may be connected by other
3 interfaces, such as a parallel port, a game port or a universal serial bus (USB). A monitor
4 47 or another display device is also connected to system bus 23 via an interface, such as
5 video adapter 48. In addition to the monitor, personal computers typically include other
6 peripheral output devices (not shown), such as speakers and printers.

7 The computer 20 may operate in a networked environment using logical
8 connections to one or more remote computers, such as remote computers 49a and 49b.
9 Remote computers 49a and 49b may each be another personal computer, a server, a
10 router, a network PC, a peer device or other common network node, and typically include
11 many or all of the elements described above relative to the computer 20, although only
12 memory storage devices 50a and 50b and their associated application programs 36a and
13 36b have been illustrated in Figure 1. The logical connections depicted in Figure 1
14 include a local area network (LAN) 51 and a wide area network (WAN) 52 that are
15 presented here by way of example and not limitation. Such networking environments are
16 commonplace in office-wide or enterprise-wide computer networks, intranets and the
17 Internet.

18 When used in a LAN networking environment, the computer 20 is connected to
19 the local network 51 through a network interface or adapter 53. When used in a WAN
20 networking environment, the computer 20 may include a modem 54, a wireless link, or
21 other means for establishing communications over the wide area network 52, such as the
22 Internet. The modem 54, which may be internal or external, is connected to the system
23 bus 23 via the serial port interface 46. In a networked environment, program modules
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1 depicted relative to the computer 20, or portions thereof, may be stored in the remote
2 memory storage device. It will be appreciated that the network connections shown are
3 exemplary and other means of establishing communications over wide area network 52
4 may be used.

5 Figure 2 illustrates an exemplary environment in which the systems and methods
6 of the present invention may be implemented. Figure 2 illustrates an owner 200 who has
7 a home based business 202. One goal of the owner 200 is to increase revenue or income,
8 which is sometimes achieved by selling more product and/or increasing the number of
9 representatives 204, who also sell the product either on behalf of the owner 200 and/or
10 for themselves.

11 In this example, the owner 200 has a representative 206 and a representative 208.
12 In order to increase the number of representatives, the owner 200 needs to secure a
13 prospective representative 210, who is committed and qualified to participate in the
14 business 202 of the owner 200. As previously described, an owner often spends
15 significant time and resources interacting with prospective representatives that are
16 uninterested in the business 202 or are not qualified to participate in the business 202.
17 The owner 200 preferably desires to have leads to interested and/or qualified prospects,
18 which would result in the owner 200 spending time with prospects that are more likely to
19 become representatives of the business 202 and/or owners of their own home based
20 business.

21 Figure 2 can be adapted to other situations as well. For example, the owner 200
22 could be a college that is seeking to increase enrollment. The representatives 204 are
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1 current students and the prospective representative 210 corresponds to prospective
2 students.

3 Figure 3 is a flow diagram illustrating an exemplary process that provides the
4 owner 200 of Figure 2 with leads to interested prospective representatives without the
5 owner spending time and/or resources with uninterested prospective representatives.
6 Figure 3 begins with a presentation 302 that is usually offered or presented, for example,
7 on a web site that is accessed over a network such as the Internet. In this example, the
8 presentation 302 is a web page or site that includes a visual presentation 304 that often
9 includes audio. A reference to the visual presentation 304 inherently includes the audio.
10 The visual presentation 304 can be accomplished using, for example, flash technology,
11 video streaming, and the like. The web site can be accessed by the prospective
12 representative and the presentation is able to identify those prospective representatives
13 that have a desired level of commitment or interest in becoming a representative of the
14 owner's home based business as is described in more detail below. The web site operates
15 independently of the owner and frees the owner to pursue other activities while the
16 interested prospected representatives are ultimately referred to the owner of the web site.

17 The visual presentation 304 has an emotion portion 306 and a factual portion 308.
18 The visual presentation 304 usually begins with the emotion portion 306, which evokes
19 wistful regret in the prospective representative that is viewing the visual presentation.
20 The emotion portion 306 may cause the prospective representative to account to
21 themselves for their lives by reminding them of the decisions that they may have made
22 whose consequences have been unsatisfactory. For example, the emotion portion 306
23 may remind the prospective representative of broken promises that they have made to
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1 their children, or the emotion portion 306 may remind the prospective representative that
2 they have not spent enough time with family members, or the emotion portion 306 may
3 remind the prospective representative that they have not realized their income potential or
4 that their choice of employment has limited possibilities.

5 The next portion of the visual presentation 304 is the factual portion 308. The
6 factual portion 308 provides data indicating conditions, including financial conditions, of
7 people, businesses and the like. For example, the factual portion 308 may indicate the
8 average income of certain groups of persons, or the factual portion 308 may present a
9 percentage of families that have two working parents. The factual portion 308 may also
10 include information relating to Internet usage such as the fact that thousands of persons
11 are accessing the Internet for the first time on a daily basis. Finally, the factual portion
12 308 of the visual presentation 304 inspires hope in the prospective representative that the
13 effects of their prior decisions can be overcome and that their lives can be changed by the
14 opportunity that is being presented to them.

15 The visual presentation 304 is adaptable to the business of the owner. The visual
16 presentation 304, for example, can be customized to various industries including, but not
17 limited to, nutrition, telecommunications, and e-commerce. In each case, the factual
18 portion 308 of the visual presentation 304 is related to the business of the owner while the
19 emotion portion 306 is usually the same for each industry.

20 Next, the prospective representative is given the opportunity to commit (310) and
21 demonstrate their interest in becoming a representative and/or a home based business
22 owner. In this example, the prospective representative is presented with a curious button
23 314 and a serious button 316 through the user interface 312. If the prospective
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1 representative chooses the curious button 314, then the prospective representative is
2 directed to a home page 318 that provides general information about the web site and
3 invites the prospective representative to return at a later time when their interest in
4 becoming a representative is more serious.

5 If the prospective representative selects the serious button 316, it is an indication
6 that the prospective representative has sufficient interest in pursuing this opportunity to
7 become a representative of and owner and/or a home based business owner. One
8 advantage of having prospective representatives commit (310) or demonstrate sufficient
9 interest is that the owner of the business does not have to spend time interacting with an
10 uninterested prospect, but can use their time more productively with interested prospects.

11 After the prospective representative has demonstrated some interest and selected
12 the serious button 316, an online interview 320 is given to the prospective representative.
13 The online interview 320 is designed to help the owner of the web site and of the home
14 based business learn valuable information about the prospective representative. This is
15 useful because successful prospecting is usually achieved when the prospective
16 representative's motives for seeking a new opportunity are known to the owner.

17 The online interview 320 typically begins by obtaining personal information from
18 the prospective representative such as name, address, email address, telephone number,
19 and the like. The online interview, however, is not limited to simply collecting contact
20 information because contact information does not provide the owner with insight into the
21 prospective representative. In this example, the online interview 320 continues by asking
22 other probing questions of the prospective representative that allow a reviewer or owner
23 to determine certain aspects of the prospective representative's life. The online interview
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1 320 is used by the owner to determine whether or not to continue to pursue the
2 prospective representative.

3 The following questions are examples of questions that may be presented to a
4 prospective representative in the online interview 320. These questions are not
5 exhaustive of the questions that may be asked in the online interview and it is not a
6 requirement that all of these questions be asked to the prospective representative in the
7 online interview 320. The exemplary questions include:

8 What would you do with an extra \$500 each month?

9 What about you makes you feel qualified for our program?

10 What did you do to earn money as a child?

11 Have you ever owned your own business? If so, what type of business?

12 If this turned out to be the program you've been looking for, would there
13 be anything to stop you from getting started right away?

14 How would working at home benefit you?

15 How would it feel to be able to fire your boss?

16 Do you believe you could earn a six figure income? and

17 What is the best time of day to reach you?

18 These types of questions enable an owner to better understand the problems that
19 the prospective representatives are trying to solve. The owner can also glean an
20 understanding of the prospective representative's work ethic and background. After the
21 online interview 320 has been completed by the prospective representative, the results of
22 the online interview are placed in an email that is sent to the owner (322). Alternatively,
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1 the results can be automatically sent to the owner in other ways, including by facsimile or
2 by regular mail.

3 After the online interview 320, the prospective representative is directed to the
4 home page 318. The home page 318 provides additional information about the web site
5 and/or the business of the owner to the prospective representative. From the home page
6 318, the prospective representative can browse the site and explore the information
7 presented on the home page 318. In the meantime, the results of the online interview 320
8 have been sent to the owner of the website.

9 After the owner has reviewed the results of the online interview 320, the owner is
10 able to initiate a personal interview 324 by, for example, telephone or in person. During
11 the personal interview 324, the owner is able to expand on the information provided by
12 the prospective representative in the online interview 320. In determining whether a
13 prospective representative has sufficient interest and/or is qualified, some of the questions
14 may have more weight and importance than other questions. The owner is able to
15 determine this from the information submitted in the online interview 320 and from the
16 personal interview 324. The personal interview 324 is also a training opportunity that
17 allows the owner to teach the prospective representative how to use the web site as well
18 as run their own home based business.

19 One advantage of the present invention is that the owner is able to talk to
20 interested prospects during the personal interview. If the online interview, for example,
21 indicates that the prospect is not motivated and is not willing to work hard, then they are
22 simply disqualified and the personal interview 324 may be brief or not conducted. On the
23 other hand, the personal interview 324 allows the owner to ask more deeply probing
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1 questions to those prospects that have shown interest and/or that appear qualified. Those
2 prospects that successfully finish the personal interview 324 can become representatives
3 of the owner as well as owners of their own home based business.

4 Figure 4 is a block diagram that illustrates exemplary web sites that are employed
5 by the owners of home based businesses to find and secure new leads or prospects. Site
6 401 is a master web site that contains the master versions of the visual presentations that
7 are viewed by the prospective representatives on the owners web sites. Thus, the visual
8 presentation 403 includes customized versions of the visual presentation including
9 versions of the visual presentation, as previously mentioned, for e-commerce,
10 telecommunications, and nutrition. The master site 401 also includes resources 402,
11 which includes audio files, financial calculators, and the like for those owners who use or
12 subscribe to the master site 401. The resources 402 also includes statistics about the web
13 sites of the owners that may be accessed by the individual owners.

14 When an owner chooses to use or subscribe to the site 401, the owner usually
15 pays a subscription fee. In return, the owner receives a copy or replica of the site 401 that
16 is tailored to the home based business of the owner. The replicas are usually hosted by
17 the master site 401. The web site of the owner1, shown as site/owner1 404, has a visual
18 presentation 407 that is tailored to the home based business of the owner1. The web site
19 of the owner2, shown as site/owner2 406, is similar to the site/owner1 404 except that the
20 visual presentation 408 is tailored to the home based business of the owner2. The owner2
21 also pays a subscription fee to the site 401. The subscription fee is usually periodic such
22 as monthly.

1 When an owner is securing prospects or prospective representatives, the owner1,
2 for example, may refer a prospect to the site/owner1 404. If the prospect becomes a
3 representative through the site/owner1 404, then the representative may desire to receive
4 their own web site, shown as site/representative1 409, which is a copy of the master site
5 401 or of the site/owner1 404. Typically, the visual presentation 409 of the
6 site/representative1 405 is identical to the visual presentation 407 of the site/owner1 404
7 because the representative1 was secured by the owner 1 and they are engaged in the same
8 home based business. The representative thus becomes an owner of their own site
9 (site/representative1 409) for use in their own home based business. The representative
10 can also use the site to secure additional representatives for other owners.

11 Often, the representative acknowledges that an owner referred the representative
12 to the owner's site/owner1 404 or to the master site 401. In this case, the referring owner
13 receives a rebate amount for each referred representative that procures a subscription to
14 the master site 401. The representative can also receive a rebate for each prospective
15 representative that subscribes to the service through the site/representative1 405 of the
16 representative.

17 The master site 401 is replicated for each new owner or representative and is
18 customized according to the business of the new owner, who may be a representative of
19 another owner. The replicated web site is used as a tool or system to find and secure
20 prospects for the businesses of the owners. In this manner, the number of representatives
21 of a home based business is increased.

22 The present invention may be embodied in other specific forms without departing
23 from its spirit or essential characteristics. The described embodiments are to be
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1 considered in all respects only as illustrative and not restrictive. The scope of the
2 invention is, therefore, indicated by the appended claims rather than by the foregoing
3 description. All changes which come within the meaning and range of equivalency of the
4 claims are to be embraced within their scope.

5 What is claimed and desired to be secured by United States Letters Patent is:
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